

## Top Prescriber Lists

[663,506 Office-Based Physicians](#)

[56,761 Nurse Practitioners](#)

[44,164 Physician Assistants](#)

## Marketing Metrics

[Q4 2009 Channel Report](#)

[New Physicians and Sites](#)

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## HEALTHCARE INSIGHTS

**Physicians Visited By Up to 20 Sales Reps Weekly.** According to a new report, 98 percent of physicians say their offices are visited by up to 20 reps each week from the pharmaceutical or medical device industries. Even so, nearly half of physicians say they require or prefer appointments to be made prior to one-on-one meetings. These findings are available in SK&A's newly released Physician Access study. Are practice location, specialty, ownership and office size determinants in physician access? Discover the answers in this complimentary national report. [Download full report.](#)

## INDUSTRY NEWS

**Physicians, Nurses' Social Media Use Grows.** In a recent survey of U.S. physicians and nurses, Nicholson Kovac Health Care found that the Internet is an important tool for them to obtain and share healthcare and academic research-related information. The study also found that a majority of healthcare professionals plan to use social media sites for future professional-development reasons. [Read More to Find out the Surprising Statistics.](#)

**The Health IT Bet: Five Keys to Making it Pay Off.** As healthcare providers begin to invest the time and funding into Electronic Healthcare Records systems, it may become easy to get frustrated with the long process. This article highlights the most important aspects of EHR implementation and what practitioners should consider when adding EHR systems to their offices. [Read more.](#)

## LISTS & DATABASES

**Identify Physicians in Group Medical Practices.** Target your marketing efforts more effectively by approaching physicians in group medical practices rather than solo practices. Each group consists of three or more doctors who may be located at more than one site. The group medical practice data represents 497,000 doctors at 88,000 sites from SK&A's Office-Based Physician database. Segment physicians by many variables including headquarter location, specialty, patient volume, group size, prescription volume and much more. Discover other physicians or decision makers in the group. [Learn more.](#)

**Pharmacists' Email Addresses.** Reach 52,000 pharmacists at their business email addresses with SK&A's Pharmacist Email List. When urgent drug news and recalls are announced, the most time-efficient and direct method of communication is email. Other valuable uses for the list are product announcements; surveys; and seminar and conference invites. The Pharmacist Email List can be segmented by monthly prescription volume, whether sites are retail or institutional, whether retail sites are part of chains or independent, primary pharmacy wholesaler and much more. [Learn more.](#)

## SPECIAL OFFERS

**Free Quarterly Updates from Now Until March 31.** Customers who sign any unlimited-use data license agreement through March 31 will receive free quarterly updates for the full term of that agreement. This opportunity saves you approximately \$600 per quarter in update fees. Receive fresh data quarterly for the entire term of your contract and use the data as often as you like. This offer excludes SK&A email addresses and third-party data. **Call your sales representative today.**

**Put Your In-house Database to the Test!** For a limited time, SK&A will waive its DMR audit fees with the purchase of a data append job. From now through March 31, submit any size database for an audit and pay only \$250 for the report. Then, if you choose to move forward with a data enhancement order, the \$250 will be applied to any data purchased with a minimum of \$2,500. The audit report will compare your names, addresses and telephone numbers to our in-house database of over one million contacts. You'll be shocked at how fast your data has aged! [Learn more](#)

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